

SHOP TALK
By RAY BROOKS

EAST MEETS WEST
Despite Kipling's venerable quip, the East and the West HAVE met and those concerned are quite satisfied all around. I speak of the newly opened Cherry Blossom Chop Suey Parlor.

Now here, I would say, is a welcome addition to Torrance business. Mr. Kakita, the proprietor, is as nice a young fellow as you'd want to meet, and for gracious hospitality and all around service he has it all over many of his Occidental brethren. He operates his place quietly and efficiently, appreciates business, does his best to please.

And the food... Well, for years I've shied from Japanese or Chinese victuals, but slap me between the eyes with a bowl of chop suey... I LIKED the rather mysterious preparations Mr. Kakita serves!!

The Cherry Blossom is open nights and many Torrance residents already are patronizing the new place.

WOOLWORTH WANDERER
A study in contrasts are the late once-married Richard Lockwood, Woolworth manager transferred last week to Hayward, Calif., and the much-married Barbara Hutton, Woolworth heiress and owner of the Torrance branch. Barbara bounces about the country, tho' not for the same reasons as Richard's, has much dough and spends it while Richard has some and saves it.

All of which leads me to wish you, Richard, success in your new spot, you Barbara, a small stipend if and when you can spare it. Furthermore, Barbara, I'd be ashamed to admit that your competitor, Mr. Newberry, was running your branch No. 14938311 out of Torrance. Red-headed Manager Boyd up the avenue has a grin from here to here, intimates modestly that he has the Woolworth chain over the well-known barrel.

Rumor has it that the local stage pulls out soon. Better reconsider, Barbara. You'll be sorry when Torrance is as large as Gardena and you have no place for your store.

FIRESTONE FIXES UP
If you want to see a good man in an awful dither, drop into the Firestone station and ask for Manager Don Miller. Firestone, you know, is remodeling the entire layout, installing new pumps, new buildings, much concrete. Work started yesterday and incidentally, Jack Miller (no relation), received the concrete bid, his first major job since his recent return to his old vocation, concrete work.

Jack used to lay miles and miles of concrete roads back in the middle west just as simply as I'd lay a three-foot carpet in the hall.

Don asks old and new customers to bear with him and his crew until the work is completed, says he will try to give the same service as always.

NO LOVE FOR THIS LADY
T. S. Lovelady, prop. of the Torrance Feed & Poultry emporium, is down-right regretted. His is a story that will bring tears to your eyes. Here "tis... Two weeks ago he ran a three-line classified ad in our paper announcing for sale a 10-ft. by 12-ft. house, which happened to be on the Carson street property he bought some time ago.

Bright and early next a. m. a woman rushed in, looked at the house, plunked down \$5 as deposit. During the day NO LESS THAN 19 BUYERS CAME IN RESPONSE TO THE AD (just a little plug for us). He refused everyone, told them the house was sold. Well, now, don't you know that several days later the lady buyer came in and said she couldn't take the house after all!

And now it tickles me that Lovelady has to run another ad...

LETHAL CHAMBERS FOR PRISONS PROPOSED
Before another year has elapsed, California's two state penitentiaries may substitute lethal gas chambers for their present scaffolds, traps and ropes.

Senator James B. Holoahan, former warden at San Quentin, expected little opposition to his bill to use gas instead of the noose in exterminating prisoners sentenced to death.

Bauxite Output Dwindling
LITTLE ROCK, Ark. (U.P.)—Arkansas bauxite deposits which required 1,000,000 years to be formed will be exhausted by 1977, according to the state geologist.

Torrance Herald

SECTION B

Society
Sports-Theatres

TWENTY-THIRD YEAR—No. 11.

TORRANCE, CALIFORNIA, THURSDAY, MARCH 18, 1937

\$2.00 PER YEAR—SINGLE COPY 5c

HERALD HOME STARTS BUILDING WAVE

Definite Results Seen from Visits of 2,500 to Project

Bringing to a conclusion what The Herald has been repeatedly told was "the most successful stimulant for home ownership ever given in the Harbor district," this newspaper closed the doors of the Demonstration Home at Beech and Sierra streets late last Sunday afternoon. But the end of the open-house period did not signify the end of interest in home building here.

Rather, the termination of the demonstration project launched a wave of construction here that is typically reflected by the experience of the contractor on The Herald's home, F. L. Marvin. He is conducting final negotiations with 25 families who intend to build homes here at once!

"They are definitely going to build," Marvin said. "They have secured lots and are now completing their home plans. During the time the Demonstration Home was open to the public, I also secured seven or eight modernization jobs from homeowners who gained ideas for improving their residences from the Demonstration Home."

2,500 Visit Project
Just what results other contractors have experienced, The Herald has no way of knowing, but if Marvin's commissions are an average, then Torrance is in for a construction boom that exceeds optimistic estimates made before the Demonstration Home was visited by nearly 2,500 people.

That number toured the attractive five-room residence erected with the assistance of an FHA insured mortgage loan. It was particularly gratifying to The Herald that most of the visitors were family groups and included many local workers who live elsewhere at present. The Herald has but one objection in sponsoring the Demonstration Home: It was to show exactly what could be done in Torrance, by Torrance craftsmen and with Torrance firms to erect and furnish a modern, livable dwelling whose cost is within range of the average wage-earner.

At no time was this newspaper interested in the project solely to promote land values or publicize any particular craftsmen, firm or store. For that reason, the Demonstration Home was not built to be sold or rented. It is now occupied by Mr. and Mrs. Ray Brooks, who, in the interest of The Herald's move for home ownership, merely loaned their home to this newspaper for civic exploitation during and after its construction. Brooks is advertising manager of The Torrance Herald.

Received as Guests
One feature of the open house period that received much comment by the visitors, who came (Continued on Page 8-B)



RESTORE DRAB WALLS TO GLEAMING "NEWNESS" IN ONE DAY WITH

WALLHIDE!
Away with gloomy walls and ceilings! Give them lasting loveliness with WALLHIDE—the "one-day paint" that dries fast and keeps bright and fresh for years! Learn the amazing facts about it.



PITTSBURGH PAINTS
SMOOTH AS GLASS!

Paxman's Hardware
1219 El Prado
PHONE 251

THESE ARE GOLDEN DAYS

Nowhere in Southern California is the statement: "These are golden days in home investment" truer than in Torrance!

To the careful family investor there is ample evidence here that the return to prospecting is a fact. Our local industries and factories have been among the first to increase wages, to feel the pulsating trend of "capacity business," which means steady employment.

New housing is essential for many. Population has increased, doubled-up families are separating with their incomes once more assured. New marriages—all have made housing facilities here and throughout the Southland inadequate.

On the scale of "To Build or Own a Home" the favorable weights out-balance any non-favorable opinions. These factors are: A broad-scale realization that local real estate has been—and still is—on the bargain counter; the availability of long-term, low interest real estate loans that make it possible for every deserving family or individual to own the type of property they desire or require—IN MOST CASES FOR LESS THAN RENT and in all cases with assurance that they run no risk of increasing rent.

If you are desirous of acquiring a home of your own, contact the Federal Housing Administration, a local realtor, your banker or your building-loan association. They have other weight-factors for building or buying NOW that you should know about!

KIWANIANS TO HEAR COL. WILLIAM BRANDT
Col. William Brandt will speak on "Service in Kiwanis as in War" at the dinner-meeting of the Kiwanis club next Monday night at Daniels cafe. Frank Paour and Curley Brumbly in charge of the program. Last Monday night the club enjoyed a travel talk with colored lantern slides taken in Japan by Torrance Welch. Harwood Clark introduced the speaker. The Kiwanians are holding a ladies' night at Hollywood Riviera March 29th. Joe Klink is in charge of the ticket sale.

"REG'LAR FELLERS" PLAN WIENER BAKE
The "Reg'lar-Fellers" club of the Recreation Center will hold a wiener bake at the city hall park Saturday. Members will meet there at 5:30 o'clock to play baseball until dark and then have their feast.

ASK BIDS SOON
Bids will be asked soon for furnishing and installing lighting fixtures and signal equipment in the Lomita school, according to the Los Angeles board of education. Estimated cost is \$1,200.

- ALEXANDER HAS sold and serviced hundreds of radios in this locality since 1925—12 years' experience saves you money..
- ALEXANDER HAS evolved a new Radio Super Service plan. You are no longer at the mercy of your radio man concerning repair bills.
- SIMPLY MULTIPLY by \$1.00 the number of tubes in the radio to be repaired. That is the total cost of Super Service—"tubes excluded"
- DO NOT confuse Radio Super Servicing with ordinary Radio Patch Work. After our expert work your radio will act, sound and look like new.
- YOU GET 6 months written guarantee (attached to your radio) which insures you against additional expense during that period. "Tubes excluded." Free service calls during guarantee.
- PRIVILEGES: Free use of loan radio. Free pick-up and delivery. Your problems receive sincere consideration. Cheerful credit may be arranged in advance. Give your radio a treat!
- P. S.—We also do the usual type of radio repairing. We reserve the right to reject repair work if deemed advisable by us—without charge to customer.

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"One Customer Tells Another"
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Loud Speakers Worked Over

An expert public address engineer, Herbert Holmberg, from the C. C. Langevin company worked over the loud speaker equipment at the Civic auditorium Monday. He said he found very little to improve but instructed attendants in the proper position for the stage microphone.

"If the 'mike' is placed too close to the edge of the stage you'll get a 'sound-back' or 'echo-like reverberation' thru the loud-speakers behind the openings above the stage," he said. Holmberg gave the central overhead sound boxes the most attention because these have not been used since the auditorium was built. They are operated when the microphone is attached to the floor outlet in the center of the building.

COUNTY PARK WORK ON THRU SUMMER

Landscaping and development of new park facilities in five county parks will be carried well into the summer months, according to Spence D. Turner, county forester and fire warden. Work at all but one of the parks is being done by WPA employees—under supervision of park experts.

At Alondra park, destined to become one of the major parks of the county, a 10-acre lake for boating and scenic purposes is under way, the excavation being done by a crew from a State Relief Administration camp. The lake, when finished, will be filled by three wells and drained thru "Nigger Slough." Completion date is indefinite.

'Death Spell' Continues



Mrs. Helen Willis Love, convicted murderer, is shown in Los Angeles County Jail where she has lain in a strange self-imposed stupor in which she has claimed she will force herself to die through power of will rather than face sentence of from seven years to life imprisonment.

RECOVER ABANDONED CAR ON 174TH STREET

A Chrysler roadster, found abandoned on 174th street near Western by Motor Officer Ernest Ashton last Friday, was claimed by Gar Gordon Smith of Manhattan Beach. He said the machine had been stolen from in front of a theatre at Hermosa Beach on March 8.

Dancing Is "Must" Course
MEDFORD, Mass. (U.P.)—Modernistic dancing has been made a "must" course at Jackson College.

POUND BRANCHES SAID STRAY DOG SOLUTION

Establishment of a county pound with branches under the direction of a county pound master probably will be the solution recommended for the stray dog problem in Los Angeles county, according to H. L. Byram, county tax collector whose division collects dog license fees.

Byram wrote his opinion to the board of supervisors, in commenting upon a letter which the board received recently from a Pasadena veterinarian.

WESTERN AVE. AID ASKED

Twelve members of the Torrance Chamber of Commerce attended the monthly dinner-meeting of the Harbor District chambers at the California Yacht club in Wilmington last Thursday night where B. C. Buxton of this city spoke regarding the long-proposed extension of Western avenue. It was brought out that widening of this important artery was imperative and that drainage of the Keystone area was mandatory because of the excessive flood of rain water.

The Torrance delegation stressed the value of extending Western and eliminated any doubt the other Harbor District civic groups may have shared regarding this city's endorsement of such an improvement. Another speaker on the Western avenue project was George Jones, county road commissioner, who held little hope of obtaining the extension until the next county budget is prepared.

Members of the local delegation were DeKalb Spurlin, J. C. Smith, Tom Waters, A. H. Silligo, Charles Curtis, Mrs. Fanny King, Tom King, Roy Stewart, L. J. Gilmeister, Mr. and Mrs. Rufus Page and Buxton.

Admiral Is Speaker

A warning that the port facilities on San Pedro Bay, which he termed "potentially the greatest harbor in the world," must be merged under a single port authority was sounded by Rear-Admiral W. W. Cluverius, the commander of the Base Force of the United States Fleet. Admiral Cluverius prophesied that a joint administrative development of the Los Angeles and Long Beach port areas would (Continued on Page 8-B)

Place Your Order Now For PROMPT DELIVERY!

SHIPMENTS OF NEW OLDSMOBILES NOW ON THE WAY...COME IN! TAKE A TRIAL DRIVE...JOIN THE RANKS OF THE THOUSANDS WHO ARE BUYING AMERICA'S MOST SOUGHT-AFTER FINE-CAR!



THE EIGHT

FLASH! OLDSMOBILE FACTORIES NOW AT PEAK PRODUCTION!
LANSING, MICH.—Production of Oldsmobile Sixes and Eights is now in full swing. Equipments are going forward to dealers by fastest transportation. It was only a lack of materials that interrupted Oldsmobile's production. Consequently, when the flow of supplies resumed, Oldsmobile was able to swing into full-time production in the shortest possible time.

If you are planning to buy a new car this spring, come in today and inspect the distinctive new Oldsmobile Six and the distinguished new Oldsmobile Eight. We have Oldsmobile cars ready right now to give you a trial drive. And if you place your order at once for the model of your choice, you will be well up on the preferred list for prompt delivery.



THE SIX

DELIVERED PRICES AT LANSING, MICHIGAN: SIXES, \$765 and up; EIGHTS, \$880 and up; subject to change without notice. Cars illustrated: above, Eight 4-Door Touring Sedan, \$1015; at right, Six 4-Door Sedan, \$885. These prices include Safety Glass, Bumpers, Bumper Guards, Spare Tire and Tube, Rear Spring Covers, Transportation, State and Local Taxes, Optional Accessories and Equipment—Extra. GENERAL MOTORS INSTALMENT PLAN

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